

Routes to tour in Germany

The Green Coast Route

German roads will get you there — wherever people live and there are sights worth seeing. Old churches or half-timbered houses, changing landscapes or townships. There are just too many impressions, so many people find it hard to see at a glance what would suit their personal taste. Which is why we in Germany have laid out well-marked tourist routes concentrating on a special feature. Take the coast. We

are keen Europeans and happy to share the Green Coast Route with the Dutch, Danes and Norwegians. But we do feel that we in the north-west of Germany have the most varied section of the route. Offshore there are the North and East Frisian islands. Then there are the rivers Elbe, Weser and Ems. There are moors and forests, holiday resorts with all manner of recreational facilities. Spas, castles and museums. And

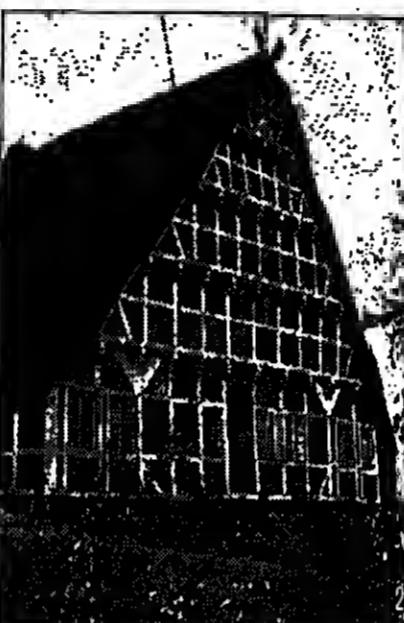
the Hanseatic cities of Bremen and Hamburg with their art galleries, theatres and shopping streets.

Come and see for yourself the north-west of Germany. The Green Coast Route will be your guide.



- 1 Neuharlingersiel
- 2 A Frisian farmhouse in the Altes Land
- 3 Bremen
- 4 The North Sea

DZT DEUTSCHE ZENTRALE
FÜR TOURISMUS EV
Beethovenstrasse 69, D-6000 Frankfurt/M.



The German Tribune

Hamburg, 1 May 1988
Twenty-seventh year - No. 1320 - By air

A WEEKLY REVIEW OF THE GERMAN PRESS

C 20725 C
ISSN 0016-8858
DEPOSE A BX X

No great hurry for an arms treaty, say superpowers

DER TAGESSPIEGEL

It now looks as though there will not be enough time to draft a strategic arms reduction treaty ready for signing by President Reagan and General Secretary Gorbachov at their next summit meeting.

What is worth noting is that the superpowers at present seem only slightly disappointed.

Soviet Foreign Minister Shevardnadze feels it will be enough for the summit to be presented with a document stipulating interim progress made at the conference table.

US Secretary of State Shultz says the outlook is good for other arms limitation agreements: a test ban or a ban on chemical weapons, for instance.

Optimistic observers say this may soon be the case, but the Soviet Union has so far been most hesitant, evidently because that might entail opposing Iran.

Moscow has sought to avoid having to do so in order to forestall a detrimental Iranian influence on the further course of events in Afghanistan.

Washington and Moscow are engaged in an intensive dialogue on a wide range of regional problems such as the Near and Middle East, South Africa and Nicaragua, not to mention the groundwork for an agreement on Afghanistan.

The Afghanistan agreement is an instance of talks of this kind not inevitably leading to entirely satisfactory results. Differences of opinion continue to exist on a number of counts, and options are deliberately being kept open on certain issues.

Yet both sides are absolutely clear on their respective interests, which serve to cope with and to contain crises, always assuming that their interests not directly and openly breached.

In the dialogue on regional conflicts and other upsets in relations between the superpowers Moscow has, in the course of summit diplomacy, dealt with demands made by Washington from the outset.

US policy has always stressed that the difficult problems with which arms limitation and disarmament are associated can only be solved in a spirit of mutual trust if a wide-ranging and intensive exchange of views takes place between the superpowers.

The Soviet Union seems likely to have agreed on this point for two obvious reasons, one being that the present US administration is on its way out.

Moscow would like to establish a network of relations with the United States that goes beyond the present US administration and guarantees a minimum of stability in reciprocal relations.

unaffected by the abrupt changes with which the inauguration of a new President is often associated.

The other is that it is convenient for the Soviet Union, at a juncture when it is openly admitting shortcomings of the Soviet system as part of Mr Gorbachov's perestroika policy, to be recognised by the United States as an equal and co-determining world power in talks on a wide range of international political problems.

The idea is that if the world cannot be conquered, order must at least be maintained jointly with the United States, naturally including as many Soviet interests as possible.

In this respect the Near and Middle East presents a challenge to both superpowers. There can be no doubt that the Gulf War could be brought to a swift conclusion if only the superpowers were to resolutely join forces.

Optimistic observers say this may soon be the case, but the Soviet Union has so far been most hesitant, evidently because that might entail opposing Iran.

One often wonders why he keeps on trying when he is so clearly doomed to failure. His mission makes much more sense when seen as a bid to impress on states in the Middle East that they have only a short time left in which to resolve the Arab-Israeli conflict on their own.

If they fail to do so, he may be hinting, they might have to resign themselves to the idea that before long the superpowers will join forces, or at least reach agreement, in imposing a settlement.

Without question the prospect is that of a world arranged in bipolarity, with the freedom of movement of all other members of the international community restricted.

If the superpowers seek to establish stable relations it is only logical for them not to want to see relations upset by instability in regions where they have both interests and clients.

Berlin, incidentally, is not an urgent issue on the superpowers' agenda, but it will be an interesting test to see whether progress and an improvement in the situation will be brought about by joint US and Soviet action, and by cooperation between the Four Powers, thereby establishing a framework for independent moves on the spot.

(Der Tagesspiegel, Berlin, 24 April 1988)



Welcome to Bonn, Portugal's President, Mário Soares (left) greeted in Bonn by President Richard von Weizsäcker.

(Photo: Werk)

Time of change in Portugal

President Soares of Portugal has just paid the Federal Republic of Germany a one-week state visit. His country has been a full member of the European Community for two years; Bonn is currently in the chair at the Council of Ministers.

That was the background to the visit, an official visit held on a markedly cordial basis.

Portugal is considered the poor house of the 12-member European Community. Its poverty is a result of Lisbon having lost the overseas possessions that formed the basis of a small Iberian state's colonial empire.

Nowadays most Portuguese who used to think more in terms of Africa and America have yet to develop a European identity. It is proving a difficult task both for them and for their partners in Europe, but it has its advantages.

In view of the single internal market planned for the European Community by the end of 1992 Portugal's transatlantic ties might one day prove extremely beneficial for the Community as a whole.

In the 1970s Europe backed democratic forces in Portugal when confusion reigned in the aftermath of the colonial era and the aim was to ensure that a left-wing dictatorship did not take over from the right-wing one of President Salazar and his successors.

Mario Soares led the team that negotiated European Community membership terms for Portugal, and he signed the accession treaties.

Few Germans will realise that President Soares, a Socialist, shares power with a centre-right Cabinet.

Both are keen to figure more markedly within the European Community as an industrial partner rather than as a mere tourist paradise, low-wage country and foodstuff supplier.

Franz Fegeler
(Nordwest Zeitung, Oldenburg, 18 April 1988)

IN THIS ISSUE

HOME AFFAIRS

Page 8

Free Democretes et centre of coalition speculation

PERSPECTIVE

Page 6

Salute to a combative political thinker

BUSINESS

Page 8

McDonald's in the fast lane: first autobahn outlet approved

Page 8

THE MEDIA

Page 14

Magazine publisher confident of meeting television's challenge

Page 14

Franz Fegeler

(Nordwest Zeitung, Oldenburg, 18 April 1988)

■ WORLD AFFAIRS

Outlook in Gulf remains gloomy in spite of difficulties confronting Iran

Only recently there seemed a distinct possibility of Iran gaining decisive advantages in its eight-year-old Gulf War with Iraq.

In the northern sector, where restive Kurds have been fighting the Saddam Hussein regime for years, the Iranians gained ground and advanced toward a reservoir that is important for Baghdad.

Iraq was forced to acknowledge this defeat, which came despite its admitting beforehand that it would have no qualms about using poison gas, which is internationally banned.

President Saddam Hussein of Iraq has now hit back, retaking the Fnu peninsula at the southern end of the Shatt al Arab, a surprising development and a bitter military setback for the mullahs in Tehran.

Iraq had hoped this bridgehead might one day be used as a pawn and to exert pressure in peace talks, if ever they were held. It can no longer do so.

The demoralising effect of the loss of Fnu on many Iranians is arguably even more important. For years they have been accustomed to reports mostly of victories, at least since summer 1982 when Iranian forces first succeeded in occupying Iraqi territory.

At almost the same time as the Iraqi advance the United States embarked



on a punitive naval action against Iran in the Gulf. But in contrast to a similar move last autumn the Iranians fought not yet been launched either.

Iraq is said to be having difficulties in recruiting enough troops, while Iraqi attacks on tankers shipping Iranian oil and on Iranian oil terminals are proving highly effective.

Iraq in contrast can rely on support from most of the Arab world, which is still prepared to bankroll Saddam Hussein's troops and his extremely modern army.

This is particularly true of Saudi Arabia and Kuwait, which have long ceased to be mere bystanders and uninterested onlookers in the Gulf War.

So Iraq is likelier to use other means of retaliation, being able to rely on the Shi'ite fundamentalist "International."

The Gulf War has long been waged in other parts of the Middle East, such as Lebanon, where Teheran can always rely on recruiting supporters for acts of retaliation.

The underground network of the Shi'ite "International" extends to Bangkok and Frankfurt, to London and Paris. Hijackings like that of the

support in the Fnu offensive. Will Iran seek vengeance and commit further acts of retaliation?

The signs are that Teheran is not at present prepared to launch a large-scale counter-attack. The major land offensive many have long expected has not yet been launched either.

Iraq is said to be having difficulties in recruiting enough troops, while Iraqi attacks on tankers shipping Iranian oil and on Iranian oil terminals are proving highly effective.

Iraq in contrast can rely on support from most of the Arab world, which is still prepared to bankroll Saddam Hussein's troops and his extremely modern army.

This is particularly true of Saudi Arabia and Kuwait, which have long ceased to be mere bystanders and uninterested onlookers in the Gulf War.

So Iraq is likelier to use other means of retaliation, being able to rely on the Shi'ite fundamentalist "International."

The Gulf War has long been waged in other parts of the Middle East, such as Lebanon, where Teheran can always rely on recruiting supporters for acts of retaliation.

The underground network of the Shi'ite "International" extends to Bangkok and Frankfurt, to London and Paris. Hijackings like that of the

On 21 April, the state of Israel was 40 years old. It was proclaimed by David Ben Gurion in Tel Aviv on 5 May 1948, by the Jewish calendar, or 14 May 1948.

"We offer all our neighbouring states and their people the hand of peace," the Jewish state's founding fathers wrote in its birth certificate.

But the Arabs turned the offer down and began trying to destroy the infant state.

Egypt alone signed a peace treaty with Israel in 1979. It ensured peace and quiet on the country's southern flank, but no more.

The treaty was rejected by other Arab states. Because of this and because of Israel's intransigence, the treaty neither

Kölner Stadt-Anzeiger

triggered a Middle East peace settlement nor brought the Palestinian problem a step nearer solution.

So Israel at 40 is still living in a state of non-peace.

Had it not been for the shock of the 1956, 1967 and 1973 wars and the 1982 Lebanon campaign, the Middle East would probably have ranked as no mere than medium importance on the international political agenda.

The generally accepted view might well have been that it was for people in the Middle East to act to that they themselves managed to cope with their problems.

But the region has long been criss-crossed by a network of such ominous trends that the term "powder keg" seems almost too harmless for the volatility of the situation.

In an appalling panorama the religious fanaticism of the Shi'ite Moslems

No utopia yet — the elusive peace of Israel's 40 years

has spilled over from Iran to the Gulf states, established strongholds in Lebanon and is now sending advance parties to Europe.

Muslim Israelis who are also religiously motivated are determined, with the Bible to prove their point, to gain acceptance of their political claims and see the Palestinians as mere irksome "grasshoppers," to quote Premier Shamir.

Reactive Arabs in the occupied territories are incited by religious fanatics and by political forces that refuse to realise that Israel can no longer be wiped off the map.

And the United States has now intervened directly in the Gulf War, which Iraq and Iran have waged for nearly eight years.

As if there weren't enough problems even the superpowers are either unable or, perhaps, unwilling to solve, the fires of conflict, some smouldering, some ablaze, are constantly refuelled.

The sudden purchase and deployment of Chinese missiles by Saudi Arabia allegedly to defend the Arabian peninsula from an Iranian attack but equally capable of launching an attack on Israel, was relatively harmless.

Yet Israel promptly sounded the alarm and threatened to launch a preventive strike.

China also sells arms to Iran, which is typical for one of the solely profit-oriented practices of the international arms trade.

But it has upset the Americans, who are worried about the safety of the Kuwaiti oil tankers it has undertaken to protect.

the Israeli-occupied territories will be encouraged to keep up their provocation of the occupying power.

Israel would be mistaken in imagining that the elimination of Abu Jihad might bring it any nearer its aim of permanently banning the PLO from the conference table, always assuming talks are held.

When Israel was founded 40 years ago many Jews said a utopia had become reality and their centuries-old hopes of seeing each other "next year in Jerusalem" had come true.

True though this may have been, something else — and something much more important in the long term — still remains utopia: the hope of peace.

There will be no peace if Israelis and Arabs fail to come to terms, if the Palestinians refuse to recognise the state of Israel and if the Israelis refuse the Palestinians their right to self-determination.

Prime Minister Shamir's statement that the occupied territories would be kept under control "never-ending, for as long as necessary" may have been made in a state of anniversary euphoria. But it was definitely not a bill of fare for a peaceful future.

Reiner Dederichs (Kölner Stadt-Anzeiger, Cologne, 20 April 1988)

The German Tribune
Friedrich Rehnecke Verlag GmbH, D-4 Herrenkrugstrasse 20, D-2000 Hamburg 76, Tel.: 22 85 1, Telex: 02-14733.
Editor-in-chief: Otto Heinz, Editor: Alexander Anthos, English language sub-editor: Simon Blumetti. — Design manager: Georgine Pionne.

Published weekly with the exception of the second week in January, the third week in April, the third week in September and the third week in November.

Advertising rates list No. 16
Annual subscription DM 45
Printed by OHN Niemeyer-Druck, Hameln

Distributed in the USA by: MASS MAILINGS, Inc., 841 West 24th Street, New York, NY 10011, Postmaster: send change of address to The German Tribune, 5 MABZ MAILINGS.

Articles in THE GERMAN TRIBUNE are translated from the original text and published by agreement with leading newspapers in the Federal Republic of Germany.

In all correspondence, please quote your subscription number which appears on the wrapper, between brackets, above your address.

1 May 1988 - No. 1320

■ HOME AFFAIRS

Free Democrats at centre of coalition speculation

Discussion about a possible realignment of coalition forces continues. In this article for *Süddeutsche Zeitung*, Udo Bergdolt looks at what substance there is behind the talk, how much is tactical manoeuvring, and how people such as former FDP Economic Affairs Minister Count Otto Lambsdorff and the Social Democrat Premier of Saarland, Oskar Lafontaine, might figure in any possible scenario.

FDP's major goals for the 1990 general election was to see the CDU/CSU union become weaker and SPD stronger.

It can only seriously threaten to switch coalition partners if this is an arithmetically real possibility.

The FDP is not satisfied with its current "threat potential", a result of the SPD's poor performance during the last general election.

Yet there was a rude awakening. Will the fat years for the FDP at *Land* elections now be followed by the lean stretch?

The derision about his "soft-soap" course has also made Martin Bangemann feel more uncertain.

Does he intend taking on a European Community job in Brussels or not? According to the latest prediction he intends packing his bags even he only gets a job of vice-president in Brussels.

Genscher has not said anything really nasty about the Social Democrats for some time, whether in the Bundestag or elsewhere.

Many took the stories seriously. But lending FDP men rushed to assure everybody that the party was remaining true to its coalition with the CDU/CSU.

It was all as if the stories were just a

just a figment of somebody's imagination. But it seems to be a tactic of the FDP: first create a feeling of uncertainty and then immediately reject any alternative.

The CSU leader, Franz Josef Strauss, is one who is cynical: he says that where there's smoke, there's also fire.

Yet the FDP is neither interested in moving back towards the Social Democrats nor in a fundamental shift away from the conservative union as a campaign basis for the next general election in 1990.

Even though there's plenty of squabbling between the partners in the current coalition in Bonn serious consideration will only be given to a renewed coalition with the SPD during the next legislative period.

The FDP is unlikely to run the risk of scaring off those liberal-minded conservative voters who decided to vote for the FDP after it declared its support for the coalition with the conservative parties.

Strauss quite rightly pointed out that things will become critical if the CDU/CSU and FDP together are unable to obtain an absolute majority in future elections.

Strauss also said that one of the

Newspaper headlines have been presenting the CDU as a party in dispute. And there have been disputes — about discussion papers intended as basis for the main motions of the federal party executive at the party congress in June.

But much of what has been said indicates that not many people have taken the time to actually read the papers.

There were personal attacks on the CDU business manager Helmut Geissler. A lot of gunsmoke lies over the battle-field.

The arguments over Deutschlandpolitik and security policy must have given Chancellor and CDU party chairman Helmut Kohl an insight into the ambitions of many colleagues.

Were the fusses about Deutschlandpolitik, abortion or family laws really necessary? The answer is yes.

The party must be careful not to allow the confusion about ideas to continue and become embedded in many people's minds.

Anyone who claims that the objectives of German reunification and the process of European unification are incompatible, who arouses anti-American feelings already being followed by the CDU on a less ambiguous basis.

on the ridiculous, then it must be the FDP's disappointing performance during the recent *Land* election in Baden-Württemberg.

If the FDP fails to achieve its much more modest goal in the Schleswig-Holstein election on 8 May — that is, to get the five per cent of the vote needed to stay in the state assembly, the party's uncertainty will probably become even greater.

FDP chairman Martin Bangemann envisaged a result of over 10 per cent in Baden-Württemberg and hoped that taking the absolute majority off of Lothar Späth with such a result would help the FDP get a good result in Schleswig-Holstein.

Yet there was a rude awakening. Will the fat years for the FDP at *Land* elections now be followed by the lean stretch?

The derision about his "soft-soap" course has also made Martin Bangemann feel more uncertain.

Does he intend taking on a European Community job in Brussels or not? According to the latest prediction he intends packing his bags even he only gets a job of vice-president in Brussels.

It was all as if the stories were just a

just a figment of somebody's imagination. But it seems to be a tactic of the FDP: first create a feeling of uncertainty and then immediately reject any alternative.

Genscher has not said anything really nasty about the Social Democrats for some time, whether in the Bundestag or elsewhere.

Many took the stories seriously. But lending FDP men rushed to assure everybody that the party was remaining true to its coalition with the CDU/CSU.

It was all as if the stories were just a

just a figment of somebody's imagination. But it seems to be a tactic of the FDP: first create a feeling of uncertainty and then immediately reject any alternative.

Genscher has not said anything really nasty about the Social Democrats for some time, whether in the Bundestag or elsewhere.

Many took the stories seriously. But lending FDP men rushed to assure everybody that the party was remaining true to its coalition with the CDU/CSU.

It was all as if the stories were just a

just a figment of somebody's imagination. But it seems to be a tactic of the FDP: first create a feeling of uncertainty and then immediately reject any alternative.

Genscher has not said anything really nasty about the Social Democrats for some time, whether in the Bundestag or elsewhere.

Many took the stories seriously. But lending FDP men rushed to assure everybody that the party was remaining true to its coalition with the CDU/CSU.

It was all as if the stories were just a

just a figment of somebody's imagination. But it seems to be a tactic of the FDP: first create a feeling of uncertainty and then immediately reject any alternative.

Genscher has not said anything really nasty about the Social Democrats for some time, whether in the Bundestag or elsewhere.

Many took the stories seriously. But lending FDP men rushed to assure everybody that the party was remaining true to its coalition with the CDU/CSU.

It was all as if the stories were just a

just a figment of somebody's imagination. But it seems to be a tactic of the FDP: first create a feeling of uncertainty and then immediately reject any alternative.

Genscher has not said anything really nasty about the Social Democrats for some time, whether in the Bundestag or elsewhere.

Many took the stories seriously. But lending FDP men rushed to assure everybody that the party was remaining true to its coalition with the CDU/CSU.

It was all as if the stories were just a

just a figment of somebody's imagination. But it seems to be a tactic of the FDP: first create a feeling of uncertainty and then immediately reject any alternative.

Genscher has not said anything really nasty about the Social Democrats for some time, whether in the Bundestag or elsewhere.

Many took the stories seriously. But lending FDP men rushed to assure everybody that the party was remaining true to its coalition with the CDU/CSU.

It was all as if the stories were just a

just a figment of somebody's imagination. But it seems to be a tactic of the FDP: first create a feeling of uncertainty and then immediately reject any alternative.

Genscher has not said anything really nasty about the Social Democrats for some time, whether in the Bundestag or elsewhere.

Many took the stories seriously. But lending FDP men rushed to assure everybody that the party was remaining true to its coalition with the CDU/CSU.

It was all as if the stories were just a

■ THE LAW

13-year sentence handed down in Beirut kidnap case

Abbas Hamadi, 29, has been sentenced by a Düsseldorf court to 13 years' imprisonment for his part in the kidnapping of two Germans in Beirut 15 months ago. Hamadi is a naturalized German of Lebanese Shih origin. His younger brother, Mohammad, is due to face slavery and murder charges in Frankfurt. The aim of the kidnappers was to try and force the Bonn government not to extradite Mohammad Hamadi to the United States, where he is wanted on suspicion of having taken part in the hijacking of a TWA airliner in 1985 when a US Navy diver was killed. Jürgen Zurhelle wrote this report of the Abbas Hamadi trial for the *Stuttgarter Zeitung*.

In sentencing Palestinian terrorist Abbas Hamadi to 13 years in gaol, Düsseldorf judge Klaus Arendt sounded harsher than at any time during the trial.

Observers who have only seen him in action at this trial, will have been surprised. This was not the judge who often spoke to the accused in a friendly manner or showed understanding for Arab witnesses when they contradicted them-selves three times in one sentence.

It was Judge Arendt of the fifth senate of the Düsseldorf higher regional court, a tough judge at a court that has gained a certain notoriety for the terrorist trials it has handled over the past 10 years.

Judge Arendt has earned the reputation of being tough. As he passed sentence everyone in the courtroom knew why.

Hamadi seems to have expected something of the sort. He looked a little paler than usual as he arrived in court smartly dressed.

He gave the full courtroom a passing glance and tried to look Judge Arendt in the eyes, but the judge looked past him and pronounced sentence:

"The accused is sentenced to a total of 13 years in prison."

Abbas, as Arendt had called him, sounding almost cordial at the beginning of the trial, looked even paler. He clapped his hands in demonstrative opposition, but it was a gesture that seemed somewhat helpless and out of place.

When he was allowed to sit down he buried his head in his hands and almost disappeared beneath the bench in the dock.

A little later he pulled himself together and told his interpreter he wanted every word translated — even though he has both Lebanese and German nationality and speaks fluent German.

He spoke up again when Judge Arendt paid no attention and carried on with the proceedings; the judge was clearly in no mood to tolerate interruptions.

"Be quiet, will you!" he told the accused. It was the first time he looked across at him that morning, eye to eye for a moment.

Judge Arendt was still summing up at this stage, noting in a lengthy discourse on terrorism and its causes that "an unusual trial calls for unusual answers."

This section of his summary was not directly connected with the sentence he passed on Hamadi, but it must have been something of a verbal safety valve

for a judge who had been extremely restrained throughout the 30 days of proceedings and had studiously avoided making comments.

These were the words of a man who exercised lengthy restraint, arguably keeping himself in check for too long.

Terrorism, he said, was a scourge of mankind that was associated with the "degeneration of moral sentiment." Values were no longer respected, and in a worldwide process this trend was accompanied by a growing fanaticism of politics.

It ended in sheer violence, with force used as a rule on people who were innocent and not involved in the disputed issue.

That may have sounded somewhat abstract, but Judge Arendt was then much more specific, commenting on a point clearly relevant to Hamadi and his associates:

"Mention of the name of God at each and every inappropriate moment has seemed at times to be not just out of place but blasphemy."

The accused had not written a letter to his family in Lebanon or to his brother in Frankfurt gaol in which he had not quoted the Koran more than once and referred to love of God and man in su-pertatives.

A further point that annoyed the judge was, he said, that both the terrorists in Lebanon who still held German businessman Rudolf Cordes hostage and a number of politicians seemed to have imagined that his quiet and obliging conduct of the court proceedings might be interpreted as a sign of weakness of the rule of law.

Judge Arendt sought to dispel any such impressions at regular intervals throughout the trial, and in passing sentence he took a further opportunity of pointing out that a country in which the rule of law prevailed could not afford to go on its knees before terrorism.

He never shunned the proximity to the powerful; indeed he often sought and enjoyed their company.

However, as opposed to many younger politics professors he has never tried to boost his own image by name-dropping.

Löwenthal was the first to realize that the Chinese-Soviet split at the beginning of the Sixties would bring about a decisive change in international politics.

Löwenthal only then sought the com-

This gesture must be taken for what it was and the hostage, Rudolf Cordes, at long last be released and allowed to rejoin his family. The court had not allowed itself to be influenced by all this pressure in arriving at its judgment. Quite the opposite: "The Senate has done Abbas Hamadi justice."

Unlike the defence counsel, who saw Hamadi as vain and boastful talker (or made him out to be one), Herr Arendt and his fellow-judges found the 29-year-old accused to have been fully responsible for the terrorist activities with which he and others were associated.

They found him guilty on all three charges.

The proof was least problematic where the explosives charge was concerned, Hamadi having confessed to having smuggled into the Federal Reserve bottles of methyl nitrate, a highly volatile explosive, found in the Saar.

During the Düsseldorf trial French police investigations were mentioned; the French, feel these explosives were intended for use in further terrorist raids in France.

The bottles Hamadi smuggled into Germany had the same labels as others found in Paris.

His guilt in connection with the taking of two German hostages in Lebanon was more difficult to prove. Was it a mere coincidence that he was in Lebanon at the time?

Was he just an innocent witness of what was going on in his family, who are undisputed terrorists, or did he join them in playing an active part?

The court found him guilty of the latter, mainly in view of telephone calls he made from Lebanon.

Jürgen Zurhelle

(Stuttgarter Zeitung, 20 April 1988)

Guilty on three charges. Hamadi (left) with his defence counsel, Eckhart Hildt.

(Photo: AP)

At midday on 17 January 1987 he telephoned Germany from Beirut and showed himself to be amazingly well informed. His phone calls were recorded by the *Bundeskriminalamt*, or Wiesbaden-based Federal CID, and copies of the printout were used in evidence.

In the first call he dealt with the Cordes abduction, saying he felt sure his brother would not be extradited to the United States.

Two days later, at 8 p.m. on 19 January, he was even more definite. "No, no," he said, "I don't believe they'll hand him over."

"Him" was his brother, who is suspected of having taken part in a 1985 hijacking in which an American citizen was shot and killed.

Asked whether they had abducted the German, he answered with disarming frankness: "Yes, we have him."

The court had no doubt that this was not an instance of boasting and bravado, as argued by the defence. "That," Judge Arendt said, "was the kidnapper himself."

Hamadi listened, shook his head and made a dismissive gesture with his hand.

The defence have announced their intention of lodging an appeal.

Jürgen Zurhelle

(Stuttgarter Zeitung, 20 April 1988)

Decision shows court did not bow to threats

to have stood firm against attempted blackmail of this kind.

It is also a clear hint in the direction of Beirut in advance of the much more important trial of Mohammed Hamadi.

Yet is the sentence not over-harsh? Were the judges not influenced, perhaps unconsciously, by the Kuwaiti airliner hijacked to Algiers? That too was a bid by Arab extremists to secure the release of imprisoned fellow-terrorists.

Two German businessmen, Rudolf Cordes and Alfred Schmidt, were abducted in Beirut and used as hostages either to secure Mohammed Hamadi's release or to prevent his extradition to the United States.

Abbas Hamadi was found by the Düsseldorf court to have played a leading role in the kidnappings.

The sentence shows a German court

that is evidence not conclusive, a

defence claims?

No, the proof was conclusive and the

evidence overwhelming. Only one

verdict was possible.

The sentence is also justified. Kid-

napping for purposes of blackmail is

hardly a trivial offence. The rule of law, and not the reign of vengeance, was the hallmark of the Düsseldorf trial.

The position of Rudolf Cordes, who

is still being held hostage somewhere in

Lebanon, has doubtless now taken a

turn for the worse, but the court could

hardly be influenced by this considera-

tion.

Judge Arendt said the only way to

combat the use of force was to observe

strict and impartial justice in a court

under the rule of law. He is absolutely

right.

To retrospect one must wonder.

Hoechst executive Herr Cordes was

ill-advised as to go back to lawless

Lebanon after Mohammed Hamadi had

been arrested in Frankfurt.

Arnold Peterse

(Lübecker Nachrichten, 20 April 1988)

■ PERSPECTIVE

Salute to a combative political thinker

The list of high-ranking well-wishers on his 80th birthday indicated the level of respect for Richard Löwenthal.

The Deutsche Gesellschaft für Auswärtige Politik, the West German foreign affairs politicians' club in Bonn, held a symposium on his behalf.

The Friedrich Ebert foundation organised a special reception, during which the leading lights of the SPD were able to personally congratulate their comrade-in-arms.

The mayor of Berlin, Eberhard Diepgen, and his wife gave a dinner in the castle of Charlottenburg.

Peter Glotz, one of Löwenthal's fellow partisans and frequently a rival disputant, honoured him in the *Frankfurter Allgemeine Zeitung für Deutschland* and the CDU business manager Heiner Geissler did the same in *Die Welt*.

In his typically articulate, committed and aggressive style he urged them to take a closer look at the international coordinates of the post-war era, the nature and conditions of East-West rivalry, and the goals and commitments of democratic socialism.

In Richard Löwenthal's eyes all these factors are interrelated.

He wrote his most significant book, *Jenseits des Kapitalismus — ein Beitrag zur sozialistischen Neorientierung* (Beyond Capitalism — A Contribution Towards a Socialist Reorientation) in England in 1946 under his nom de guerre Paul Scring.

In his book he dealt with what was later to become his main topic of scientific research: the mutations in the Communist empire.

He undoubtedly enjoys the fact that top-level politicians are among the well-wishers.

He never shunned the proximity to the powerful; indeed he often sought and enjoyed their company.

However, as opposed to many younger politics professors he has never tried to boost his own image by name-dropping.

Löwenthal was the first to realize that the Chinese-Soviet split at the beginning of the Sixties would bring about a decisive change in international politics.

Löwenthal only then sought the com-

pany of politicians if he was convinced that he had something important to tell them. Which explains why he finds it easy to accept the honours afforded him on his birthday with healthy self-confidence. He certainly deserves them. For 40 years he has encouraged the Germans to think about themselves and the world around them.

In his typically articulate, committed and aggressive style he urged them to take a closer look at the international coordinates of the post-war era, the nature and conditions of East-West rivalry, and the goals and commitments of democratic socialism.

The mayor of Berlin, Eberhard Diepgen, and his wife gave a dinner in the castle of Charlottenburg.

Peter Glotz, one of Löwenthal's fellow partisans and frequently a rival disputant, honoured him in the *Frankfurter Allgemeine Zeitung für Deutschland* and the CDU business manager Heiner Geissler did the same in *Die Welt*.

In his typically articulate, committed and aggressive style he urged them to take a closer look at the international coordinates of the post-war era, the nature and conditions of East-West rivalry, and the goals and commitments of democratic socialism.

The mayor of Berlin, Eberhard Diepgen, and his wife gave a dinner in the castle of Charlottenburg.

Peter Glotz, one of Löwenthal's fellow partisans and frequently a rival disputant, honoured him in the *Frankfurter Allgemeine Zeitung für Deutschland* and the CDU business manager Heiner Geissler did the same in *Die Welt*.

In his typically articulate, committed and aggressive style he urged them to take a closer look at the international coordinates of the post-war era, the nature and conditions of East-West rivalry, and the goals and commitments of democratic socialism.

The mayor of Berlin, Eberhard Diepgen, and his wife gave a dinner in the castle of Charlottenburg.

Peter Glotz, one of Löwenthal's fellow partisans and frequently a rival disputant, honoured him in the *Frankfurter Allgemeine Zeitung für Deutschland* and the CDU business manager Heiner Geissler did the same in *Die Welt*.

In his typically articulate, committed and aggressive style he urged them to take a closer look at the international coordinates of the post-war era, the nature and conditions of East-West rivalry, and the goals and commitments of democratic socialism.

The mayor of Berlin, Eberhard Diepgen, and his wife gave a dinner in the castle of Charlottenburg.

Peter Glotz, one of Löwenthal's fellow partisans and frequently a rival disputant, honoured him in the *Frankfurter Allgemeine Zeitung für Deutschland* and the CDU business manager Heiner Geissler did the same in *Die Welt*.

In his typically articulate, committed and aggressive style he urged them to take a closer look at the international coordinates of the post-war era, the nature and conditions of East-West rivalry, and the goals and commitments of democratic socialism.

The mayor of Berlin, Eberhard Diepgen, and his wife gave a dinner in the castle of Charlottenburg.

Peter Glotz, one of Löwenthal's fellow partisans and frequently a rival disputant, honoured him in the *Frankfurter Allgemeine Zeitung für Deutschland* and the CDU business manager Heiner Geissler did the same in *Die Welt*.

In his typically articulate, committed and aggressive style he urged them to take a closer look at the international coordinates of the post-war era, the nature and conditions of East-West rivalry, and the goals and commitments of democratic socialism.

The mayor of Berlin, Eberhard Diepgen, and his wife gave a dinner in the castle of Charlottenburg.

Peter Glotz, one of Löwenthal's fellow partisans and frequently a rival disputant, honoured him in the *Frankfurter Allgemeine Zeitung für Deutschland* and the CDU business manager Heiner Geissler did the same in *Die Welt*.

In his typically articulate, committed and aggressive style he urged them to take a closer look at the international coordinates of the post-war era, the nature and conditions of East-West rivalry, and the goals and commitments of democratic socialism.

The mayor of Berlin, Eberhard Diepgen, and his wife gave a dinner in the castle of Charlottenburg.

■ THE HEALTH SYSTEM

Compromise reached over minister's reform plan

The cast of running Germany's health system, a mixture of public and private elements, is rising fast. Efforts to get a grip on the problem have had only limited success. Now the Bonn coalition has reached tentative agreement on a plan to put the lid on costs. Michael Brandt's report appeared in the *Kölner Stadt-Anzeiger*.

Although the agreement is only tentative, it removed a great weight from the shoulders of the plan's architect, Employment Minister Norbert Blüm.

He narrowly escaped painful defeat. Belatedly, the CDU's coalition partners, the FDP and the CSU, saw that it made no sense to embarrass the Employment Minister in full public view by picking the essentials of his plan to pieces beyond recognition.

Blüm was threatened with the same fate as his cabinet colleague, Finance Minister Gerhard Stoltenberg, whose image during the controversy over tax reform suffered badly, on a compromise was worked out.

Blüm can claim that two vital points have been pushed through: fixed prices are to be introduced for a range of pharmaceutical products; and nursing at home is to be introduced with the payment of an attendance allowance to relatives involved.

Savings in expenditure on medicines are expected to help pay the costs of home nursing insurance.

Blüm is partly trying to remind both the insured and the pharmaceuticals industry of their duties by these payments for medicines, that will apply for a third of all preparations sold from next year onwards.

In future, the health insurance companies will only pay the costs of reasonably-priced medicines. This puts the pharmaceuticals industry under competitive pressure.

Blüm's goal is to gain agreement for a fixed price on as many pharmaceuticals products as possible, pharmaceuticals containing the same ingredients or doing the same job.

The pharmaceutical companies are fighting this bitterly. They are threatened with a loss of income. The FDP and CSU go along with the industry's objections.

This has resulted in the establishment of a committee with equal representation by doctors and the health insurance companies. Over the next three years this committee will consider which medications are in effect the same.

Experts from the pharmaceuticals industry and pharmacists will be included on the committee.

There is nothing to complain about that. But they are prejudiced. Both groups have considerable economic interests to keep the number of medications at a fixed price as low as possible.

Doctors and the health insurance companies alone have the power of decision in the committee. How will the doctors commit themselves?

Naturally, they say they will keep to the facts. There are arguments that show in some cases comparability is impossible.

It is difficult to separate basic factors and what could be objections that have a bearing on income.

Expectations vary considerably as to what proportion of pharmaceuticals will eventually be put on the fixed-price list after the three years.

Blüm is "more optimistic" than the FDP social services expert Dieter Julius Cronenberg.

At the beginning Blüm spoke of 90 per cent. Several health insurance companies believe that 60 per cent of medications might be included.

Cronenberg said that 50 per cent at the most could be put on a fixed-price list. There is a lot to indicate that his view is correct.

Judged in terms of the lengthy negotiations about the fixed-price list three years is not very long.

The pharmaceuticals industry believes that it must have reached the safety of the shore, that is decisions must be made, by 1992.

By that date the insured must pay a part of the costs of medications for which there is no fixed-price because the committee could not come to agreement.

Time is on the side of the pharmaceuticals firms. The committee could rule that these additional payments must apply to a large number of preparations.

Blüm has said that the details of the percentage of the medicine costs to be paid by a patient will later be worked out in legislation.

The insured still do not know what share will fall to them. The situation is made more complicated by fresh disputes among the coalition partners.

The CDU, particularly its employers wing, wants to keep the percentage paid by the individual as low as possible. For a long time the FDP have had more ambitious ideas.

What is certain, however, is that the health insurance companies will be

The family-planning and sex-advice organisation, Pro Familia, has come out with figures showing that there has been a striking drop in the number of abortions.

The figures were made public at a delicate moment. The Bonn coalition is divided over draft amendments to Paragraph 218 of the Criminal Code that regulates abortions.

The draft would require women wanting an abortion first to seek professional advice.

Pro Familia believes that in 1984 in total 147,000 women had abortions.

Two years later the number had dropped to 128,000, that is almost 10,000 fewer each year.

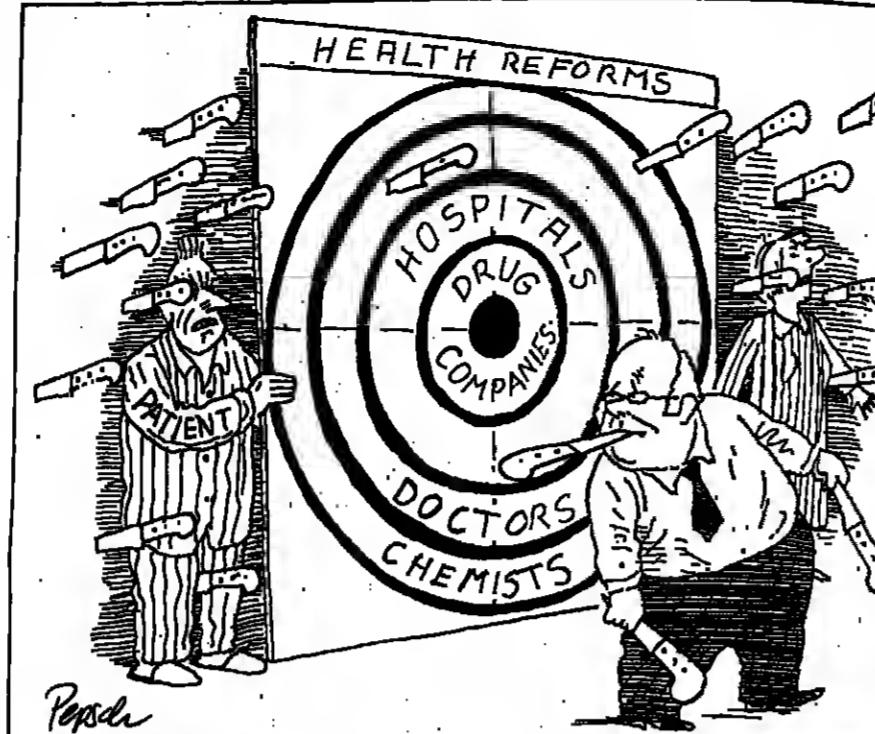
These are sensational figures when compared with the figures that play such an important role in political discussions.

Many CDU/CSU politicians, representatives of the medical profession and the Catholic church and women speak of 200,000 or even 230,000 abortions.

They use these figures to exemplify the social implications of Paragraph 218, but these figures are inaccurate. They are compiled to deceive.

Projections on the numbers of abortions resemble rather political slogans than dry statistics. For some time Pro Familia has already reported that there was a slight tendency to fewer abortions between 1982 and 1984.

It is difficult to separate basic factors and what could be objections that have a bearing on income.



Blüm's coat-cutting target. (Cartoon: Pepach Gottscheber/Hannoversche Allgemeine)

more heavily burdened the more medications are on the fixed-price list.

A related question is what can the hospitals contribute towards reform after the coalition agreement of December 1987? The answer is nothing.

Surprisingly a commission is being set up. The FDP is calling for a dampening down of hospital costs.

Franz Josef Strauss sees the planning sovereignty of the Länder endangered. All 11 states, including those with SPD governments, have put their protective hands over their hospitals and clinics. They are a state affair.

This jurisdiction will be defended stubbornly. What is to happen with the new approach then?

Is there anyone who can convince citizens that reforms of some sort are on the way? That would be a miracle.

The will to defend the right of possession has been awakened by Blüm's intentions.

The success of his reforms are uncertain. Only one thing is clear: the next reform is just round the corner.

This coalition has no alternative but to pay for home nursing from taxes.

■ FINANCE

Washington meeting shows up how targets are far from being met

Industrialised and developing countries are still far removed from the economic and monetary targets they have set themselves in recent years.

So the international economy remains a suitable case for treatment despite slight successes in stabilisation since last autumn.

Were this not so, the poor US foreign trade figures for a single month, issued in Washington last week, could not have shaken foreign exchange and stock markets all over the world yet again.

The international economy will have to come to terms with this lack of stability; it will be with us for some time to come.

The gap between the good intentions announced by the partners in world trade and what they actually manage to accomplish could hardly have been demonstrated more tellingly than at Washington in mid-April.

The disappointing US trade figures were announced at the very moment that Finance Ministers and central bank governors from industrialised and developing countries conferred on international economic developments and agreed to sound a note of confidence.

The markets were not unduly impressed, yet the spring gathering of the International Monetary Fund and the World Bank in Washington, D.C., was still worth noting.

This particularly applied to the Federal Republic, which will host the annual

gathering in September in Berlin. Limited though their capabilities may be, the two leading international financial institutions remain indispensable in ensuring the functioning of the international economy.

IMF officials can do nothing, for instance, about the heavy deficit in US foreign trade and America's federal budget, which are both leading contributors toward international economic imbalance.

The IMF can offer advice but only the Americans themselves can act on it. It is disgraceful for a country as rich as the United States to attract money from abroad to finance its deficits and thus become a net importer of capital.

It would be more in keeping with international economic common sense for the industrialised countries to export capital and the developing countries, where economies are in the throes of development, to import it.

In America's case this rule of thumb has been reversed.

The communiqué of the Washington meeting made little or no mention of the US budget deficit, but largely because delegates resigned themselves to realising

that extra efforts by the United States are unlikely in a Presidential election year. Budget policy will be the major task facing President Reagan's successor in the Oval Office.

Other countries also failed to achieve

the targets they set themselves. They too are running deficits of one kind or another.

Economic growth in the Federal Republic of Germany, for instance, is unimpressive compared with Japan's despite Bonn's expansionary financial and monetary policies.

Germany has largely failed to eliminate obstacles to swifter growth.

Tax reforms, far from triggering growth, have merely given rise to arguments.

It remains to be seen whether health service reforms will cut health insurance contributions and wage increments.

The ardour for reform is strictly limited in structural policy, in respect of the labour market and in wage negotiations.

These are deficits the IMF experts can merely mention in their annual reports; only the Germans themselves can do anything about them.

Where the developing countries are concerned, old difficulties have been joined by new.

A few countries, Mexico for instance, may have made headway in handling their debt crisis, but in most cases sovereign debts continue to impose a heavy burden, both in countries with medium per capita incomes and in very poor countries.

Debtors and creditors are now agreed that reducing the debt burden to manageable levels will take longer than initially assumed.

Further moves are aimed at offering developing countries better terms for certain credit facilities and to cushion them from risks such as natural disasters or a sudden decline in commodity prices.

Debt waivers for the poorest countries are a further option that is sure to be raised again. Bonn must set a good example.

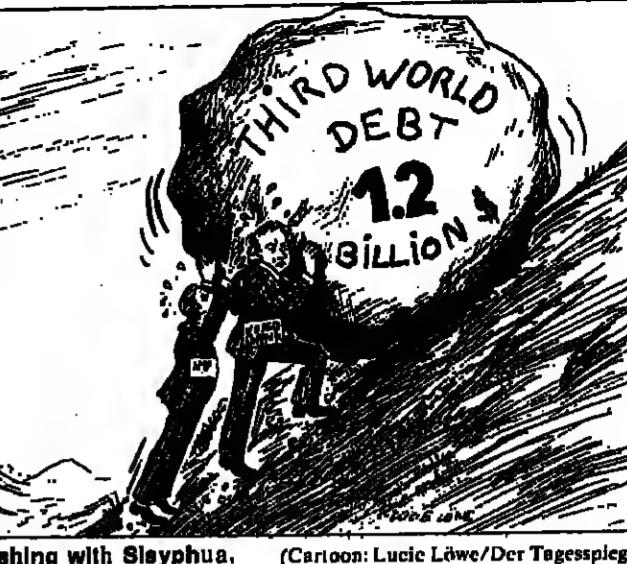
These and similar issues will be on the agenda of the IMF and World Bank meeting in Berlin.

The course they take there may interest German public opinion more than that of debates in Washington.

Germans cushioned by welfare legislation can but benefit from having their attention drawn for once to the real hardship suffered in other parts of the world.

Helmut Murrmann

(Kölner Stadt-Anzeiger, Cologne, 19 April 1988)



Pushing with Sisyphus. (Cartoon: Lucie Löwe/Der Tagesspiegel)

The IMF and the World Bank have worked hard in recent years to gain control over the debt crisis and promote economic development of the poor countries.

Inevitably, the recipients cannot expect kid-glove treatment; economic remedies are bound to be hard going.

The two institutions are now in the process of reviewing and enlarging their crisis management kitbag.

One approach is to ensure that the IMF, which lends a hand in acute balance-of-payment crises, stays in business.

Next year government payments to the IMF, the funds on which it depends for credit facilities, are to be increased substantially.

Bonn would do well, in the face of US resistance if need be, to wield its influence in support of increasing quotas. The IMF needs them.

Further moves are aimed at offering developing countries better terms for certain credit facilities and to cushion them from risks such as natural disasters or a sudden decline in commodity prices.

Debt waivers for the poorest countries are a further option that is sure to be raised again. Bonn must set a good example.

These and similar issues will be on the agenda of the IMF and World Bank meeting in Berlin.

The course they take there may interest German public opinion more than that of debates in Washington.

Germans cushioned by welfare legislation can but benefit from having their attention drawn for once to the real hardship suffered in other parts of the world.

Helmut Murrmann

(Kölner Stadt-Anzeiger, Cologne, 19 April 1988)

Sharp drop in abortion rate revealed

Now a gap of 100,000 has appeared in the various projections. It is difficult to understand why the Family and Women's Affairs Ministry did not put the record straight before the discussion on the draft proposal concerning Paragraph 218 began.

The figures were made public at a delicate moment. The Bonn coalition is divided over draft amendments to Paragraph 218 of the Criminal Code that regulates abortions.

The draft would require women wanting an abortion first to seek professional advice.

Pro Familia believes that in 1984 in total 147,000 women had abortions.

Two years later the number had dropped to 128,000, that is almost 10,000 fewer each year.

These are sensational figures when compared with the figures that play such an important role in political discussions.

Many CDU/CSU politicians, representatives of the medical profession and the Catholic church and women speak of 200,000 or even 230,000 abortions.

They use these figures to exemplify the social implications of Paragraph 218, but these figures are inaccurate. They are compiled to deceive.

The Pro Familia study estimates that the official health insurance companies recorded 124,000 operations in 1982, four years later the figure was 104,000.

An important feature in the statistics is that fewer women are now going abroad for the operation.

In 1980 statistics show that 268,000 women from the Federal Republic had abortions in Britain and Holland. In 1986 only 7,500 women had abortions in these two countries.

The study states that two years ago 10,000 women, mainly from Bavaria and Baden-Württemberg, went to Switzerland and Austria for an abortion.

The reasons for the decline can only be guessed at. One fact is certain: women are better informed about the possibilities for an abortion.

This does not explain the conspicuous drop of 10,000 operations between 1984 and 1986. The figures for 1987 are not yet available.

Pro Familia sees a connection between new financial assistance, the government foundation "Mutter und Kind" and child allowance. But this is only a supposition that Pro Familia cannot confirm.

Most women do not go to Pro Familia to seek what to do. They go to Pro Familia because they themselves have decided to have an abortion. Getting advice before the event is obligatory.

The law insisting on advice about abortion first will change nothing. It signifies compulsion and it will be understood as compulsion.

It will only encourage women to go abroad to get an abortion.

Heidrun Graupner

(Süddeutsche Zeitung, Munich, 11 April 1988)



What is happening in Germany? How does Germany view the world?

You will find the answers to these questions in DIE WELT, Germany's independent national quality and economic daily newspaper.

Axel Springer Verlag AG, DIE WELT, Postfach 305830, D-2000 Hamburg 36



Last month, the 10,000th McDonald's fast-food outlet opened in America. Ten years ago there were just half as many. The chain has 262 outlets in Germany and 30 more are scheduled to open this year. Agreement has been reached for the first autobahn McDonald's. It hopes more will follow. This report on the unstoppable path of the Big Mac was by Ralf Neubauer. It appeared in *Stuttgarter Zeitung*.

Ralf Kreiner, who is in charge of McDonald's marketing in Germany, can see no limits to growth in the fast-food sector.

"There are more BMW dealers in Bavaria than there are McDonald's licensees in the whole of the Federal Republic."

"BMW dealers have to market a product that costs at least DM20,000 and lasts at least six years."

"McDonald's sells a product that costs perhaps six marks and lasts five hours. It will be a long time before we can talk of saturation."

Kreiner is adept at arguing his case. The facts back up what he has to say. McDonald's has for years recorded a two-digit growth rate and made good profits in Germany, just like in the rest of the world.

Last year the number of outlets in Germany rose by 18 to 262. Thirty more are scheduled this year.

The gross turnover of McDonald's Deutschland increased 11 per cent last year to DM 774m.

Worldwide, McDonald's, with its menu of Big Macs, McRibs, Chicken McNuggets and potato chips, did even better.

There are now 10,000 McDonald's restaurants in the world and turnover last year was \$14.3bn, 15 per cent more than in 1986.

The magic 10,000 figure was reached this month when an outlet was opened in Dale City, Virginia. Ten years ago there were only half as many.

Kreiner is not astonished. "The trend is to fast foods." But he is not too keen on the expression.

"It gives a false impression. We have restaurants that give a fast service. In our restaurants it is not a matter of how quickly you eat but how swiftly you are served."

In a world where people live fast there is a demand for a quick bite. McDonald's has profited more from providing meals for single people than have the great names in catering.

Kreiner said that he saw a competitive advantage in the limited menu of the fast-food and system cuisine.

"People who go out to eat today want to know what to expect and what it will cost," Kreiner said.

Traditional restaurants "with a menu 104 items long, from Indian rice to grilled pork" have not taken notice of what the market demands. The success of the Italian, Greek and Turkish restaurants shows this clearly.

Middle class restaurants with indifferent menus and no image would disappear in the long term.

And what about the trend to "adventure eating"? McDonald's can't be part of that?

Of course, says Kreiner: "Ask the 12- or 14-year-olds. Ask their parents who go with them whether a visit to a McDonald's isn't an adventure, at least when it comes to paying DM40 instead of DM200."

On the charge that McDonald's are for the young, that they are crowded with teenagers, Kreiner said: "Our target group is fundamentally a young fam-

BUSINESS

McDonald's in the fast lane: first autobahn outlet

ily with children and young people up to the age of 40."

He also says it is far from correct to say that McDonald's customers are primarily people on low incomes and with limited formal education.

Kreiner cited a survey by *fast food-praxis* which found that hamburger restaurant customers "came from an above-average educational group."

Kreiner says: "We are the restaurants for the élite of the nation."

In the future the élite of the nation will be able to eat Big Macs and drink milkshakes on autobahns. McDonald's have had a partial success in their long battle with the organisation responsible for lensing out restaurants and petrol stations on motorways - GFN.

GFN has agreed to one McDonald's autobahn restaurant. If this pilot project is successful, McDonald's hope more will open.

Kreiner is certain that the project will be successful. McDonald's has already two outlets near autobahns.

According to Kreiner they are doing twice as much business as the average autobahn restaurant, despite the fact that there are no signs and no petrol station on the site.

Because GFN is being conciliatory so is McDonald's. Kreiner says: "We do not want to take over a autobahn restaurants completely, only the self-service sections." But this did not rule out the possibility that not enough room would remain for competitors next to a McDonald's.

The US McDonald group was established in 1955. The German subsidiary is based in Munich. Kreiner smiles over the success of McDonald's only direct

competitor nationally, Burger King, which also operates out of Munich. It and its "Whopper" hamburger had an enormous increase in turnover last year when the 62 outlets increased sales by 43 per cent to DM 181.5m.

Kreiner said "it must be remembered that at least 17 Burger King restaurants are on American army bases, so they are not open to the German market."

Kreiner's self-confidence knows no limits. He said: "Our only real competitors are the butchers and the supermarkets."

He points out that many students, young people of school age and housewives would not have things any other way.

He said: "Our restaurants are open between 14 to 16 hours per day. We can only cope with the rush periods by employing part-time workers."

Kreiner also refuted the charge that McDonald's boycotted the establishment of workers' councils. He said: "We have workers' councils in many of our restaurants. We work well together with them."

Although McDonald's degree of fame on the German hamburger market constantly increases, McDonald's executives have no intention of cutting back on advertising. There are good reasons for this.

Kreiner said: "We offer a mass-consumption product. Advertising is an essential component. Compared with retail traders such as Tengelmann, Edeka or Kaufhof we are very small advertisers."

Yet there must be an important reason why McDonald's pay out so much money for advertising, a reason that Kreiner obviously would prefer to say nothing about.

McDonald's have enormous public image problems. In 1981 the food and restaurants trade union distributed leaflets in front of McDonald's restaurants

which read: "Juicy rissoles, lean wages and miserable working conditions - think about that every time you take a bite."

This trade union campaign is still having its effects today.

Wages have not changed much since then and are just above the tariff. Kreiner explains this away by saying it is due to the structure of the business. Many of its workers are unskilled. Thirty per cent of the McDonald workforce is part-time, as high as it always was, and that is too high, the union claims.

The trade union complains that McDonald's offer jobs on DM440 a month contracts, so avoiding having to make social security payments. This is quite untrue, Kreiner said.

He points out that many students, young people of school age and housewives would not have things any other way.

He said: "Our restaurants are open between 14 to 16 hours per day. We can only cope with the rush periods by employing part-time workers."

Kreiner also refuted the charge that McDonald's boycotted the establishment of workers' councils. He said: "We have workers' councils in many of our restaurants. We work well together with them."

One thing is clear: the hamburger and whatever goes with it has a rosy future. It is not surprising, then, that McDonald's have no problems in finding suitable licensees for their restaurants.

The company itself operates 40 per cent of the restaurants, the remainder are in the hands of franchise-holders who are independent business people.

McDonald's look for "young, dynamic people, who need not have had any experience with food or advertising, a reason that Kreiner obviously would prefer to say nothing about."

Only restaurants that are going to be handed over to licensees, Peter Kreiner said: "We don't want to hand our licensees in calculable risks."

Ralf Neubauer
(*Stuttgarter Zeitung*, 18 April 1988)

Big Mac under siege: Third World charge

for instance, encouraged a monoculture, destroying agriculture jobs and helping create big-city slums.

McDonald's say that the campaign is based on obviously fabricated and manipulated assertions.

There are more than 100 McDonald's licensees in the Federal Republic. Their employees contributed about DM1.4m to the churches through church tax in 1986.

Jürgen Hulka, deputy chairman of the licensees council, based in Hesse, wrote to the Protestant Church in Hanover on behalf of all McDonald's licensees in the Federal Republic.

In his letter he said that "McDonald's licensees in the Federal Republic were not prepared to finance through church tax a slander campaign against us, our companies, our workers and our customers."

He said that he regarded the Volksmund as critical of the mountains of packaging waste that McDonald's sales of hamburgers packed in cartons create.

But it is primarily concerned by the ever-widening gap between the hungry and the well-fed.

It is worried about the points filmaker Peter Heller has produced in his research.

He has said that enormous tracts of rain forest in Costa Rica have been destroyed to provide grazing land for cattle whose meat is exported to fast-food chains in the US.

McDonald's say that only German

beef is used in Germany.

The bureau says this is just as bad: that over 30 per cent of the feed given to beef cattle in the EEC comes from poor countries.

The basic position of the committee for

training and journalism in development aid affairs, that approved the grant, remains unchanged.

The export of soya-beans from Brazil,

A spokesman for this committee said: "We want to make people more aware of the by a change of life-style by people in the rich, western countries problems in the Third World could be reduced."

According to Klaus Wilkens, head of the Church's development aid service, said that what Volksmund had to say should contribute to this.

He pointed out that they had been "in an avalanche of questions" from worried infant teachers and parents about fast food. They are no longer prepared to "stand by doing nothing and watch a depraved fast food culture go on its victorious way, as advertised in a very sophisticated manner."

The complaints against McDonald's have been widely publicised to harm the organisation, according to Horst Wilm, chairman of McDonald's licensees in Hesse.

He is convinced that the Church will climb down. Both sides have agreed to the setting up of a review commission to investigate "whether it can be shown that Volksmund have put forward deliberately false information."

Wilm said that should the Protestant Church pay further grants and not withdraw false accusations publicly, there will only one course open to him: to emphasize the threat to withdraw from the Church.

The Volksmund Bureau has called for 15 October to be named International Food Day.

The slogan calls for citizens to put stop to fast food hamburger empires.

Jörg Wild

(*Stuttgarter Zeitung*, 18 April 1988)

EXTRATERRESTRIAL RIGHTS

Need for up-dated, more comprehensive international space agreement

Editorial Committee

where many a man-made projectile is hurtling on a collision course.

They are particularly numerous in geostationary orbits as they seemingly hover over the Equator at an altitude of 36,000km.

Opinions to galactic claims no more exist than does extra-terrestrial annexation of territory along the lines of the Spanish conquest of the New World.

Do law and order reign in outer space? Order at least was established by God on the first day of creation.

Law is another matter. Thirty years after the first Sputnik the lawyers have yet to reach full agreement. It is high time they did.

In 1966 Alex Meyer, a specialist in extra-terrestrial law, said serious consideration need not be given to crimes committed in outer space until space travel grew more regular and less sporadic.

Karl-Heinz Böckstiegel, head of the department of aerospace law at Cologne University, says space travel can be considered to have assumed regular proportions once space stations are permanently manned. It shouldn't be long before they are up there in outer space, and were aborted.

At the speeds at which they travel and in view of the outlay a satellite entails, a head-on crash with space garbage would be a catastrophe.

Laboratories may also be set up and flags flown on the Moon. In 1958 the Russians launched an unmanned rocket from which the Soviet flag was landed on the Moon.

Legal niceties in connection with the lunar treaty will need to prove their worth sooner than the lawyers and diplomats who framed it will have imagined now the Americans are in no mood to act again.

In addition to manned missions to Mars President Reagan has just announced plans for three lunar landings by the turn of the century, with vehicles capable of carrying four astronauts and loads of up to 22 tons. So they may well collect lunar rock samples by the hundredweight.

Space research is on the move again, with Esa, the European space agency, launching two telecom satellites on board an Ariane 3 carrier rocket.

Celestial bodies, the treaty says, must be available for research and use for the benefit and in the interest of all countries.

This treaty today sounds as anachronistic, in comparison with the problems aerospace lawyers now face, as Jules Verne's visions when compared with Cape Kennedy.

The difference is that a century elapsed between Verne's visions and the US space launching facility, whereas it is a mere 20 years since agreement was reached on

Mishaps can even occur in outer space.

Last but not least, the Boe plans to increase from 11 to about the proportion of research spent invested in space projects.

By the turn of the century Columbus, Ariane and Hermes will have cost a packet. Given the German financial commitment, Bonn ought also to make its contribution toward space law.

Germany could, for instance, help to draft an international highway code for space travel and the like.

"The Federal Republic must play a more active part in international organisations that influence the codification of international regulations governing outer space," says a group of experts commissioned by the German Society for Foreign Policy (DGAP) to review "German Space Policy on the Threshold of the Twenty-First Century."

Serious attention must, they say, be paid to initial endeavours at the United Nations to reach agreement on a space regime that would in principle incorporate preferential treatment for Third World countries.

If legal agreements are used as instruments by which to share the spoils, the rich will inevitably corner the proceeds.

In Article 11 the lunar treaty refers to "special consideration for the interests and needs of the developing countries," but the rich are less enthusiastic about sharing.

Hardly any Western industrialised country active in space research has ratified the treaty. "They're hiding their line," says Böckstiegel, "with one waiting to see what the other does."

The Philippines of all countries proposed in vain in Vienna in 1968 setting up an International Space Authority along the lines of the International Atomic Energy Authority.

Kurt Waldheim, who was Austrian Foreign Minister at the time, said the time was not yet ripe.

The lunar treaty has since called for "an international order" governing the exploitation of extra-terrestrial natural resources.

Now commercial interests are keen to control space policy and earn profits, the developing countries seem likely to have long to wait before they get a look-in.

Mankind will also have to wait for a treaty on the military use of outer space, existing agreements being inadequate.

Professor Böckstiegel has no illusions on this score. "Important though it all may be," he says, "with the security of mankind at stake, we must not overrule the legal profession. In the final analysis political decisions must be taken."

Star Wars is not an issue to be dealt with at a magistrate's court.

Jürgen Schol
(*Kölner Stadt-Anzeiger*, Cologne, 15 April 1988)

220,000 suppliers of 75,000 products 'made in Germany'



Who manufactures what?

Find suppliers and products, send for quotations, compare prices, track down special sources of supply, cut costs by buying at lower

■ BOOKS

Underpaid, over criticised — the literary translator

Literary translators generally don't do well financially. Of about 500 freelancers who do literary translations in this country, not even 100 can make a living from it alone. Publishers pay between 15 and 35 marks a page, with the higher rate more often being paid by publishers of trash. More up-market publishers think that the prestige makes up for the money. Literary translators are also in the firing line from readers, critics, publishers' readers and authors themselves. Ursula Pfleiderer reports for the *Nürbinger Nachrichten* on the tough lot of the literary translator.

Translators stand in the shadow of the author. They work in the same way as an author. They have a feeling for language just like an author, but they live out like hermits.

Translators are often unknown men and women — they have a hard time earning their living but they do a lot for the book trade.

Burkhardt Kruecher is one of these unknowns. He translated the famous medieval detective story by Umberto Eco, *The Name of the Rose*, out of Italian into German.

His story is similar to that of many of the 500 or so literature translators in Germany. It shows the difficulties translators have to contend with.

Burkhardt Kruecher has had an unusual career, which is typical for translators. After studying Egyptology and oriental studies, he became unemployed.

He made a living by taking on various jobs such as translating French philosophical texts.

He learned Italian because he was interested in the translation of a particular text in Italian. He has never lived in Italy.

He said that it was a mistake to think that to be a translator of literature one must be able to speak the language.

There is no certain training nor secure employment for a translator. The

main quality required to do the job is a feel for turning a text from one language into another.

The translator needs a wide knowledge of the geography of the country of the original language, a good memory, a receptive mind, a fluent style and a feeling for language. A translator must "read, read and read, particularly in the foreign language."

Kruecher was a reader at Hinsen Verlag, Munich, when he landed the Eco novel in competition with six other publishers.

This made certain that he would get the translation contract. He already had some reputation as a translator of Italian authors, which helped.

Translating the 650-page Eco novel took him a year. He was under pressure from Hinsen because they wanted the German version to appear before the English.

For weeks Kruecher pored over encyclopedias and reference books of the Middle Ages to find proper names, to get at facts about the mediaeval period and church history.

During the work a friendly relationship sprang up between author and translator. Eco provided Kruecher with many tips on sources.

Kruecher got hold of photographs of

the romanesque monastery of Moissac near Toulouse. Eco used the monasteries' tympanum as a model to make his description of the stone-figures in his monastery's archway more vivid. He succeeded splendidly.

He also produced the exact report of a speech made by Abbot Suger of St Denis, near Paris, in the 12th century. Eco had his abbot read this speech.

Day and night Kruecher went deep into the bookworld of "his novel." He lost himself in Eco's descriptions of the monks in the scriptorium who worked with such meticulousness and had to sit still for such long hours.

In the last five months of the translation he worked 10 hours a day, often at the weekends, without any holiday, without a day off.

He was not able to eat as well as the Benedictine monks could in Eco's novel.

Kruecher was not paid by the hour, but by the page: 22 marks for each one. He got DM15,000 net for his year's work. He got no social benefits, sick pay or holiday pay — despite the fact that the German edition of *The Name of the Rose* has sold over two million copies.

Kruecher has to pay his own insurance so he had hardly DM800 per month left, not enough to survive on in a city like Munich.

If he had not been supported by his wife, he would not have been able to pull through.

But in this case, there is a happier sequel: afterwards, he managed to negotiate a fee of half a per cent. It was the first time he has got a deal like this in 10 years of translating.

This is the case with most of his translator colleagues. Of the 500 free-lance German translators there are hardly 100 who can live from their labours. The others have to earn a living elsewhere or they have to have a regular job.

Publishers pay between DM15 to DM35 per page translated, more often than not it does not matter if the work translated is a trashy novel, non-fiction



Prestige doesn't pay the bills... Burkhardt Kruecher. (Photo: Ursula Pfleiderer)

■ THE ARTS

What the heads looked like before they rolled



John More, son of Thomas More.

their master's denial of the Holy See in Rome.

They were all actors in a violent, human, political drama that Shakespeare, born after them, could not have bettered. They all made a fascinating appearance on Holbein's stage where they masqueraded for a while for him.

A wily, strained pull to the lips is a presentiment that the person portrayed ended up in the Tower of London awaiting the executioner who was ennobled and rewarded by the King's spoils from the Church.

Only the main character, King Henry, is missing but everyone knows how Holbein painted the King. He is portrayed as being physically enormous, his legs spread out, his right hand on his thigh in a challenging manner.

His appetite for everything, which made living pleasurable, became a legend in his own life-time. He is sold to have spent seven hours at a meal in an orgy of eating.

Holbein himself was certainly not an innocent lamb. His self-portrait, revealing concealed anger, shows a cold, aggressive look. His unloved wife, a widow he married because of his membership of a guild in Basle, lived far away with the children in Switzerland.

The pictures look as if they come off a production line, drawn close-up and in full face or in profile.

They look like police photographs from the early English renaissance, an album of criminals with faces of pure innocence. Only with difficulty do they conceal their avarice and lust for murder. They also include people who led an extremely blameless life.

Holbein himself was born in Augsburg in 1497. He became naturalised in Basle. In France he was introduced to the finesse of the Italian renaissance. In 1532 he was called to London to become court painter.

Henry VIII had taken over the rule of the kingdom and dissolved the Catholic Church.

He did this not just to have variety in bed, as is the popular belief today. He could have achieved this in an easier, cheaper way.

His royal colleagues Francis I of France and Charles V of the Holy Roman Empire had equally enormous needs of the flesh without having to indulge in public marriages and scandalous divorces, diplomatic embroilments and state crises.

Edward VI's secretary, John Cheke, is to be thanked that these often shady characters and their opponents, who together embodied one of the wildest epochs in history, did not disappear into the past without a trace.

The attentive archivist serving Henry VIII's successor, his weakling son Edward VI, was able to name the unnamed portraits, because he knew most of the people portrayed personally.

There is the unlucky Jane Seymour, who bore Henry a long-awaited son, but he was a weakling and died shortly after birth.

Edward VI's secretary, John Cheke, is to be thanked that these often shady characters and their opponents, who together embodied one of the wildest epochs in history, did not disappear into the past without a trace.

The attentive archivist serving Henry VIII's successor, his weakling son Edward VI, was able to name the unnamed portraits, because he knew most of the people portrayed personally.

There is the unlucky Jane Seymour, who bore Henry a long-awaited son, but he was a weakling and died shortly after birth.

Edward VI's secretary, John Cheke, is to be thanked that these often shady characters and their opponents, who together embodied one of the wildest epochs in history, did not disappear into the past without a trace.

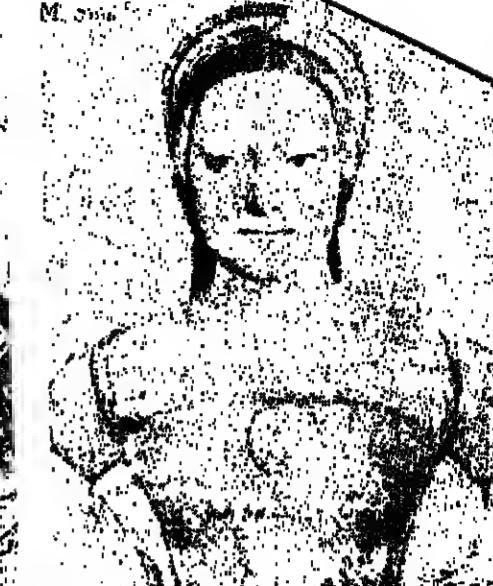
The attentive archivist serving Henry VIII's successor, his weakling son Edward VI, was able to name the unnamed portraits, because he knew most of the people portrayed personally.

There is the unlucky Jane Seymour, who bore Henry a long-awaited son, but he was a weakling and died shortly after birth.

Edward VI's secretary, John Cheke, is to be thanked that these often shady characters and their opponents, who together embodied one of the wildest epochs in history, did not disappear into the past without a trace.



Mary Zouche.



From the court of Henry VIII: left, John More, son of Thomas More, who was beheaded; and Mary Zouche.

(Photos: Catalogue)

Henry VIII's bizarre court are being exhibited in a travelling exhibition. They are on loan from the Royal Library at Windsor, near London.

Only the main character, King Henry, is missing but everyone knows how Holbein painted the King. He is portrayed as being physically enormous, his legs spread out, his right hand on his thigh in a challenging manner.

His appetite for everything, which made living pleasurable, became a legend in his own life-time. He is sold to have spent seven hours at a meal in an orgy of eating.

Holbein himself was certainly not an innocent lamb. His self-portrait, revealing concealed anger, shows a cold, aggressive look. His unloved wife, a widow he married because of his membership of a guild in Basle, lived far away with the children in Switzerland.

The pictures look as if they come off a production line, drawn close-up and in full face or in profile.

They look like police photographs from the early English renaissance, an album of criminals with faces of pure innocence. Only with difficulty do they conceal their avarice and lust for murder. They also include people who led an extremely blameless life.

Holbein himself was born in Augsburg in 1497. He became naturalised in Basle. In France he was introduced to the finesse of the Italian renaissance. In 1532 he was called to London to become court painter.

Henry VIII had taken over the rule of the kingdom and dissolved the Catholic Church.

He did this not just to have variety in bed, as is the popular belief today. He could have achieved this in an easier, cheaper way.

His royal colleagues Francis I of France and Charles V of the Holy Roman Empire had equally enormous needs of the flesh without having to indulge in public marriages and scandalous divorces, diplomatic embroilments and state crises.

Edward VI's secretary, John Cheke, is to be thanked that these often shady characters and their opponents, who together embodied one of the wildest epochs in history, did not disappear into the past without a trace.

The attentive archivist serving Henry VIII's successor, his weakling son Edward VI, was able to name the unnamed portraits, because he knew most of the people portrayed personally.

There is the unlucky Jane Seymour, who bore Henry a long-awaited son, but he was a weakling and died shortly after birth.

Edward VI's secretary, John Cheke, is to be thanked that these often shady characters and their opponents, who together embodied one of the wildest epochs in history, did not disappear into the past without a trace.

The attentive archivist serving Henry VIII's successor, his weakling son Edward VI, was able to name the unnamed portraits, because he knew most of the people portrayed personally.

There is the unlucky Jane Seymour, who bore Henry a long-awaited son, but he was a weakling and died shortly after birth.

Edward VI's secretary, John Cheke, is to be thanked that these often shady characters and their opponents, who together embodied one of the wildest epochs in history, did not disappear into the past without a trace.

The attentive archivist serving Henry VIII's successor, his weakling son Edward VI, was able to name the unnamed portraits, because he knew most of the people portrayed personally.



An uncompromising story-teller and man... Stefan Heym. (Photo: dpa)

Author Stefan Heym, 75, remains unmellowed by the march of time

East German author Stefan Heym was in the United States army when it marched through Europe at the end of the Second World War. Now he lives in East Germany. He doesn't mince words. This directness has rubbed authoritarians up the wrong way. In both East and West, his works no longer appear in East Germany. Peter Paschen takes the occasion of Heym's 75th birthday to see what makes him tick.

In 1945 he was in Munich, by then commissioned. He was a co-founder of the newspaper *Neue Zeitung*. Heym was a socialist journalist and was returned to the US because of his "pro-communist" stance.

He resigned his commission and returned all his decorations in protest. He also gave up his American citizenship.

His interest in the past, however, does not imply a flight from the contemporary world. It serves as a mirror for life today.

His theme remains ever contemporary — the danger of tyranny to the human being.

His novel *Der Tag X*, the first version of his novel about his experiences on 17 June 1953, when workers demonstrated about working conditions in East Berlin, did not appear.

He was promptly excluded from the East German writers' association in 1976 when he aligned the declaration of solidarity with singer-songwriter Wolf Biermann, who had been shipped out of East Germany.

It is also true of *Die Papiere des Andreas Lenz*, which appeared in 1963 and dealt with the 1849 uprising in the Baden-Palatinate, or *König David Berlitz*.

Whenever he comes out with pro-

published in 1972, using material from the Bible.

In his essays and stories he not only criticised Stalinism but also made controversial statements about conditions in the United States and Washington's post-war policies.

The critics praised considerably, and rightly so, his 1981 novel *Ahasver*, probably his most versatile work.

Its themes are excessive bureaucracy and the danger of mankind destroying mankind in a nuclear holocaust.

His latest book, an autobiography titled *Nachruf*, has appeared in time for the Frankfurt Book Fair.

He calls his memoirs a "novel showing the development of a character" — how could it be otherwise with an author such as Stefan Heym?

The book is not a whining recollection of life in tough times, but reveals a person who does not fail to get mixed up in events when it seems to him essential to do so.

Stefan Heym is a controversial writer. His work is highly regarded, even in East Germany.

He has been awarded many prizes but his works no longer appear in East Germany because of his unshakable views and attitudes and his refusal to compromise.

It is not his way to mince his words. His life and works are evidence of great, uncompromising story-telling.

There are the noble Sir Thomas More and Bishop Fisher; both died as Catholic martyrs. They could not go along with

Continued from page 10

was given a flat rate payment of DM60,000. He said: "Despite the fact that it was extremely difficult work, I earned less than the charwoman at the Südkampf Verlag building."

Bavaria does very little to support translators. Baden-Württemberg does make work and travel grants to translators, but Bavaria gives translators no help whatsoever.

They have a tough time. It is lonely work, with few contacts in the wider literary world.

They have to be patient. Most translators want to throw the book they are working on away at some time.

They have to work with devotion, and at the end there is just nothing.

All translators suffer, as Kroebert, from loneliness and a lack of communication with one another. At the annual translators' get-together, they cannot stop talking to one another.

To get a percentage in the Eco case, he had to pester the publishers until they got tired of him. Getting on in the business is tough.

More often than not translators are ignored by reviewers as well. Kroebert said: "In the mind of many critics we are like auxiliary suppliers, as it were, who are only brought to mind when something does not work."

Many critics excuse themselves by saying that they do not understand the foreign language involved, but that does not come into it. Anyone with a feeling for language can tell whether a text reads fluently or haltingly.

Translators want to bring their hermit-like existence to an end. They do not want to be in the author's shade, forgotten, by the publishing house and the press.

They have a tough time. It is lonely work, with few contacts in the wider literary world.

■ ENERGY

Searching for something on the other side of the coal-nuclear divide

The Bonn government is slowly preparing to step up financial incentives to develop energy resources other than coal and nuclear power. German industry is working on energy alternatives that can be exported. This article was written for the Düsseldorf business magazine, *Wirtschaftswoche*, by Martin van Mauchwitz.

Some energy policymakers still regard solar power as somehow an exotic source of energy. But it is not. Solar cells are widely used in Germany.

Solar panels are used to charge batteries in such things as mobile homes and weekend cottages.

These mini-modules for private customers in the leisure market are seen by German entrepreneurs as merely the starting point for bigger business in sun and wind power.

They plan to export decentralised power supply units to sunbaked countries that lack extensive power grids.

Thinking along these lines are not only electrical engineering giants such as AEG and Siemens and mechanical engineering firms like MAN and MBB, but many smaller firms as well.

At the moment, they are not able to go into full gear because low oil prices mean that solar power is not yet an economic proposition.

Times will change, Data Resources (DRI) Europe confidently forecasts.

Between 1995 and 2005 the price of crude oil will increase by about 12 per cent per annum, leading to dramatic price increases.

Re-equipping remote villages, irrigation works, refrigeration plant and is-

Long-term subsidies — shamelessly called "market introduction aids" — are to be granted by the Bonn government to enable alternative energy to make a market breakthrough.

Without them it would have stood not the slightest chance. Tried and trusted principles of regulatory policy have evidently been cast to the winds again in the quest for voter support (in this case that of voters with Green, or environmentalist, sympathies).

There is no immediate prospect of renewable energy gaining ground by itself, especially as conventional fuel and power are currently available at bargain basement prices.

A fresh round of subsidies is now planned to help ensure that alternative energy gets off the ground, as it were.

The political climate is favourable for the subsidies planned, which include grants toward the cost of investment beyond 1990 and preferential arrangements such as pledges to purchase a specified number of products.

It is safe to say that only the manufacturers will derive any initial benefit. It remains to be seen who else does.

The ecological follow-up problems of introducing "soft" energy alternatives on a large scale are still for the most part unclarified.

The cost to the consumer would definitely be much greater if conventional energy, including nuclear power, were to be replaced on a larger scale.

land power stations will then be more interesting.

It will no longer make sense to keep the old diesel generators chugging away. Harnessing the power of the sun and the wind will then be worth considering, which is why manufacturers are working hard to develop products ripe for the market.

"As soon as the market exists we must be there to meet the demand," says Ingo Wallner, manager of the German solar energy industry association (its members include Siemens, Bosch, Dornier, AEG, Hoechst, MAN, Philips, Buderus and RWE).

At present the market is modest. "Turnover is limited, not to mention profits," says Wolfgang Breyer of KWW, a Siemens division, "but we are investing in a market with great growth potential."

Siemens Solar GmbH, another subsidiary of the Munich-based electrical engineering giant, has come to license and joint venture terms with Arco Solar Inc. of the United States to ensure that Siemens is a market leader.

"We have invested heavily in know-how," says Jürgen Dusch, Siemens Solar manager. Arco Solar is a pioneer and market leader in amorphous solar cells.

They include BMW, Linde, MBB and Siemens.

Generating power by harnessing wind energy is a sector that is fairly well developed, with German rotor manufacturers competing in a market initially dominated by Danish companies, which benefited from early government subsidies and did brisk export business.

Extra thin and flexible, they cost less than crystalline solar cells but are less efficient. Dusch says Siemens could be manufacturing them industrially by the mid-1990s.

Messerschmitt-Bölkow-Blohm (MBB), also of Munich, are backing the same horse. They have joined forces with Total/CFP of France in setting up a subsidiary splendidly named Photonics.

From 1990 it will manufacture am-

orphous cells with an aggregate capacity of one megawatt a year in Putzbrunn, near Munich. Instead of the present DM10 per watt of installed capacity they will one day cost one mark per watt.

AEG in contrast are backing multi-crystalline cells which have been manufactured for the past year at the company's works in Wedel, near Hamburg.

AEG solar cells power a wide range

of facilities, including irrigation pumps in Egypt, radio sets in Indonesia and refrigeration plant in the Philippines.

Industry has great hopes of harnessing solar power to generate hydrogen. The first large-scale pilot project is to be launched in Neuendorf, Bavaria.

It seems sure to be a promising venture, and a number of leading companies have joined forces with Bayernwerk AG, the local power utility, to make sure they have a foot in the door.

They include BMW, Linde, MBB and Siemens.

Generating power by harnessing wind energy is a sector that is fairly well developed, with German rotor manufacturers competing in a market initially dominated by Danish companies, which benefited from early government subsidies and did brisk export business.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

"At present," he says, "market forecasts are little more than reading coffee grounds."

He expects the ideal size for future wind generators to be between one and three megawatts. "Everyone," he says, "is banking on this category."

MBB's competing product in this sector is the Aerolus, which has been successfully test-run in Sweden.

An improved version with plastic blades (instead of steel) is to be working in Wilhelmshaven on the German North Sea coast in two years' time.

Aerospace know-how is to be used to reduce weight, cut costs and increase the installed capacity from 2.4 to 3 megawatts.

MBB have made even greater strides toward series manufacture of the single-bladed Monopterus and are on the lookout for partners in other countries to assemble and service units.

The first Monopterus, a 15-30-kilowatt model, is ready for marketing.

"We are going to launch it in a big way," says Karl-Heinz Bruchhäuser, head of energy and process engineering at MBB.

Leading mechanical engineering firms have been joined by shipbuilders, who are keen to compete.

HSW, the Husum shipyard, are selling 250-kilowatt wind power stations mainly to local authority power facilities.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

well anywhere, let alone in export markets.

They first sounded out the wind power market two and a half years ago. Their first prototype flexed its rotor at the North Sea shipyard a year ago.

They now plan to manufacture large units at a lower price. Many potential customers have shown interest, including clients in export markets.

Manufacturers hope it will not be long before they can profitably make more than miniature solar cells.

MAN's Gerhard Iserberg as a marketing expert can but hope his company's wind generators will one day sell

■ THE MEDIA

Magazine publishers confident of meeting television's challenge

German magazine publishers are confident that they can handle the challenge of the electronic media. One speaker at a conference in Düsseldorf said that television's need to appeal to a mass audience in order to finance itself meant that magazines were the medium for background information, opinion and economic affairs. This report was written by Lutz Kiehl and appeared in the Bonn weekly, *Rheinischer Merkur/Christ und Welt*.

More than 60 per cent of Germans regularly read a periodical. Statistically, every household gets more than four different publications.

There are about 1,300 titles available through subscription or over the counter and, every year, Germans read more than 100 million copies of them.

The consumption of reading material is proportionately greater than anywhere else in Europe. But it does not mean that there are not problems in the industry.

Both publishers and journalists are involved in trying to predict what the magazine market will be like in the future, how reader habits will change and what the magazine of the future will look like. In a competitive business, the answers to these questions will determine who stays afloat.

The issues facing the publishing industry were the subject of a two-day conference in Düsseldorf attended by not only publishers and journalists, but also by advertising men and representatives from business, industry, science and politics.

Speakers included former Bonn Economic Affairs Minister Count Otto Lambsdorff, American communications specialist Neil Postman and French political scientist Professor Alfred Grosser. They all praised the achievements of magazine producers and their products, emphasised the social and political roles of the medium and predicted a prosperous future in spite of the increasing competition.

The German magazine industry (this ignores specialist magazines not for general sale such as medical magazines) turns over 12 billion marks a year and employs 70,000 people. There seems to be no limit to the size of the market. In 1984, 230 new titles came out. In 1985, 160 more appeared. In 1986 it was 197 and last year another 100. All found readers.

Most of the new magazines are specialist publications which are not published in millions of copies but which find their readers through hitting their special interests precisely.

In his talk, Count Lambsdorff remarked that the sheer variety of publications reflected accurately the composition of German society. He said Germans were buying and reading more magazines because they were rediscovering themselves and their interests through them.

That was the only way of explaining the 40 per cent increase in the number of copies produced over the past decade in the face of constantly increasing television offerings.

The enormous variety of titles reflected the ever-richer leisure-time potential, bursting with interests, activities and

involvements, that could only flourish in a society where the great majority of the population did not have to concern themselves excessively with providing basic needs.

One of the highlights of the occasion was the awarding of a communications prize, Pro-Log. It went to Employment Minister Norbert Blüm. Herr Blüm was chosen after a survey of 2,800 magazine journalists who were asked who was the most communicative politician. Blüm was described as being open to the press. What he told them was phrased clearly and precisely.

In his whimsical speech of acceptance, Herr Blüm said that to award an honour to a politician on the grounds that he was able to get across his message well was a bit like awarding a priest a prize for devoutness.

An important factor in the increasing number of titles is the highly developed nature of the distribution system which makes it possible to have titles on time at kiosks and in letter boxes even in the furthest-flung parts of the nation.

There are 83 Press wholesalers in the country and every day they make deliveries to around 93,000 shops and kiosks.

However, there is another side to the coin. The normal consumer is today almost dumbstruck by the sheer weight of titles.

One estimate had it that if all the retail magazine racks in the country were laid end to end, they would form one massive rack 635 kilometres long.

If the specialist titles are also included, there are more than 2,500 magazines jammed on to this rack. But as the number of titles increases, so the number of failures grows as well. The competition for buyers and readers has led to what insiders refer to as "cannibalised" titles — those that eat each other up.

The fops hit small publishers and big publishers alike. One spectacular failure was *Jn*, produced first last June by the

Springer Group with millions of marks behind it. In spite of highly developed means of probing the market and reader interests, publishing is a sensitive business requiring a fine touch to keep track of fine changes in reader interest. Publishers are under permanent pressure to bring out something new and to find more and more undiscovered target groups. This leads publishing managers to run the risk of over-simplifying their approach and make mistakes. A young journalist at the Düsseldorf forum told in satirical form how publishers could drive for failure. He talked about the division of publishing into cells. Out of a women's magazine, a fashion magazine is developed. Out of that, a handicrafts magazine is developed. Out of that a knitting magazine is developed. So three new publications are produced and the publisher wonders why none is a success.

The speaker said that there were ways of arriving at target groups: to take odd extremes and combine them; the Green (ecology party) supports who owns a Porsche and discusses Nicaragua over a bottle of champagne.

The typical head of a publishing company considered certain questions about who the readership comprised the magazine was for both men and women, but more for women than for men, because that means a much clearer and precise definition.

There were many more reverent attempts to look at the future, although even experienced publishing executives found it difficult to put their fingers on what would probably happen.

But generally the mood was of confidence in the indispensability of the printed word and the confidence of the industry to face up to the electronic competition. After all, said Hubert Edel of Burda publishers, magazines had a decisive advantage over television. It was the capacity to sense the signs of the times and to mould them.

Adolf Theobald, of *Spiegel*, who is one of the major magazine creators over the past few decades, said: "The trend now towards quality rather than quantity. The reason: increasing television competition can only finance itself by presenting themes with mass appeal. Current events and entertainment are the stuff of television. Background opinion and economic affairs remain in the realm of the printed word."

"The publisher of tomorrow will be stronger moulder of opinion. More important than the report will be the message. The diminution of values in society is creating a need for new examples to follow. Magazine readers of tomorrow will be saying: read what is essential, black or white."

"At last, we are getting rid of two old clichés," says the article. "One, that the history of the Kaliningrad area began in 1945; and that East Prussia was simply a military deployment area for the German military... we have no right to forget the contribution of East Prussia to European civilisation."

(Die Welt, Bonn, 14 April 1988)



Communication is the name of the game... Employment Minister Blüm (left) gets his prize. (Photo: Kent Lake)

Moskau News brings glasnost to Germany's news-stands

The Moscow weekly, *Moskovskaya Novost*, is now being published in German.

To mark the first issue, in April, the Soviet Ambassador to Bonn, Yuli Kvitsinsky, called "this not entirely conventional product" a "joint venture."

Until now, the paper has been published in five languages and distributed in 140 countries. The German edition, called *Moskau News*, is to be produced every four weeks for an initial trial period of six months. It has a stand price of DM 1.50.

Four German publishers are involved: Gruner+Jahr, DuMont-Schauberg, Heinen-Verlag and Bonner Zeitungsdruckerei. Moscow had spoken about "sharing the profits." There was no mention about what would happen if money were lost.

Responsibility for the editorial structure is being taken by the Soviet news agency, APN (Novosti). The head of the Novosti board is Valentin Falin, former Soviet ambassador to Bonn. He wrote in

the first German edition of the paper that "little Europe could not be separated into two hostile camps."

The editor is Jegor Jakovlev. In the first edition, he dealt with glasnost and perestroika and the differences between Soviet newspapers this had thrown up.

He criticised newspapers which now run readers' letters but which used to be allowed to hand out orders without being required to convince."

A particularly interesting tidbit for Germans is the contribution about the former East Prussian city of Königsberg (now Kaliningrad, in the Soviet Union). An article deals with the German history of the city.

"At last, we are getting rid of two old clichés," says the article. "One, that the history of the Kaliningrad area began in 1945; and that East Prussia was simply a military deployment area for the German military... we have no right to forget the contribution of East Prussia to European civilisation."

(Die Welt, Bonn, 14 April 1988)

■ SOCIETY

500 women — and not a solitary man in sight

It was possible to see the range of these "schools of thought" during the podium discussion that lasted a whole day. Ten women academics from the Federal Republic took part.

Other concepts got a hearing here such as the radical autonomy position taken up by Veronika Bennholdt-Thomsen from Bielefeld.

She did not call for sympathy with male society but for renunciation and resistance.

She said that women should not be victims like the slaves in *Uncle Tom's Cabin*, but rebels like the slave Cimarron.

The clowns were slaves who fled into the wilderness in South America and the Philippines to escape from Spanish colonial rule.

Frau Bennholdt-Thomsen said: "Cimarron fled into the wilderness and organised his life with people of his own kind. We are the wilderness. The wilderness is us."

Ethnologist Maya Nadig from Zurich and Germanist Siegrid Weigel from Hamburg gave the conference something to think about in a calm, reflective manner.

They said that the label "female" alone was inadequate for an analysis of female behaviour.

The German Women's Council is a lobbying organisation comprising 43 women's associations throughout the country with a total membership of 10.5 million.

Headquarters are in Bonn, right in the middle of the male political world.

Hanne Pollmann, head of the council, speaks out for women on any issue which concerns them: on legislation about about rape in marriage; on a woman's entitlement to her own old-age pension; or on the construction of housing that takes into consideration the needs of children.

There were many more reverent attempts to look at the future, although even experienced publishing executives found it difficult to put their fingers on what would probably happen.

But generally the mood was of confidence in the indispensability of the printed word and the confidence of the industry to face up to the electronic competition.

After all, said Hubert Edel of Burda publishers, magazines had a decisive advantage over television. It was the capacity to sense the signs of the times and to mould them.

Adolf Theobald, of *Spiegel*, who is one of the major magazine creators over the past few decades, said: "The trend now towards quality rather than quantity. The reason: increasing television competition can only finance itself by presenting themes with mass appeal. Current events and entertainment are the stuff of television. Background opinion and economic affairs remain in the realm of the printed word."

"The publisher of tomorrow will be stronger moulder of opinion. More important than the report will be the message. The diminution of values in society is creating a need for new examples to follow. Magazine readers of tomorrow will be saying: read what is essential, black or white."

"At last, we are getting rid of two old clichés," says the article. "One, that the history of the Kaliningrad area began in 1945; and that East Prussia was simply a military deployment area for the German military... we have no right to forget the contribution of East Prussia to European civilisation."

(Die Welt, Bonn, 14 April 1988)

ambivalent results: pleasure in a practical, marvellous performance, and then the loss of pleasure with among other things autobiographical snippets from their childhood.

What are the reasons for the rash (feminine) renunciation of acquiring (musical) ability?

According to their reply young girls are encouraged to play mainly within the family circle. The pleasure of making music to suit themselves is stifled. Hurdles are put in their way. They have to please their fathers primarily.

Mothers create their daughters' father-orientation in their attempts to maintain family harmony.

They do this by urging the girls "to play something for him. You know he likes it so."

The girls' pleasure in music is degraded. It is shown as a sign of their industriousness.

A girl who plays well is not regarded as musical but rather as hard-working.

This performance by the "Music" working group was only the most vivid of a whole series of group performances, presenting the results of 12 years of research in Berlin.

Whether it comes in for criticism or not the research into women's affairs carried out in Berlin has a special position in the Federal Republic.

At the end of the conference Christina Thürmer-Rohr said: "We would like to see the infinite number of men who do not work academically, or no longer wish to do so, leave the universities and make room for us."

Subine Eitzold
(Kölner Stadt-Anzeiger, Cologne, 12 April 1988)

having the same qualifications, the wife should be given preference. Only in this way can women catch up."

Women are in the majority in this country, "but they do not show this when they take to the streets in demonstrations." Women members of the Bundestag always involve themselves in an all-party coalition and give their support to the government.

Frau Pollmann pointed out that she was making preparations for two women's anniversaries that were coming up: 80 years ago on 15 May women were allowed to join political parties for the first time, and 70 years ago on 17 November women were first given the vote.

She said: "Only if we women make use of these possibilities can we change things. I notice with regret that young women today are less and less involved."

It is currently being argued that if women were admitted into the Bundeswehr (the Army) this would be a great push forward for equal opportunities.

Hanne Pollmann does not think much of this line of argument. She said that the question of women in the Bundeswehr had not come up for equal opportunity reasons but because there are not enough men.

"We are of the view that equal opportunities should be made to work in other sectors of life than we can talk about women in the Bundeswehr," she added.

Her glance moved over to a collection of cows on the window sill. She explained their significance.

"I collect cows. They remind me of the post-war period when after we fled from Berlin we settled in Westerwald and I kept my head above water as a cowherd."

She then picked up a poster which read: Prejudice: if men speak do women have to shut up?

The poster shows a woman with a padlock on her mouth. Frau Pollmann said: "I just don't know if that is yet a thing of the past."

Horst Zimmermann
(Stuttgarter Nachrichten, 13 April 1988)